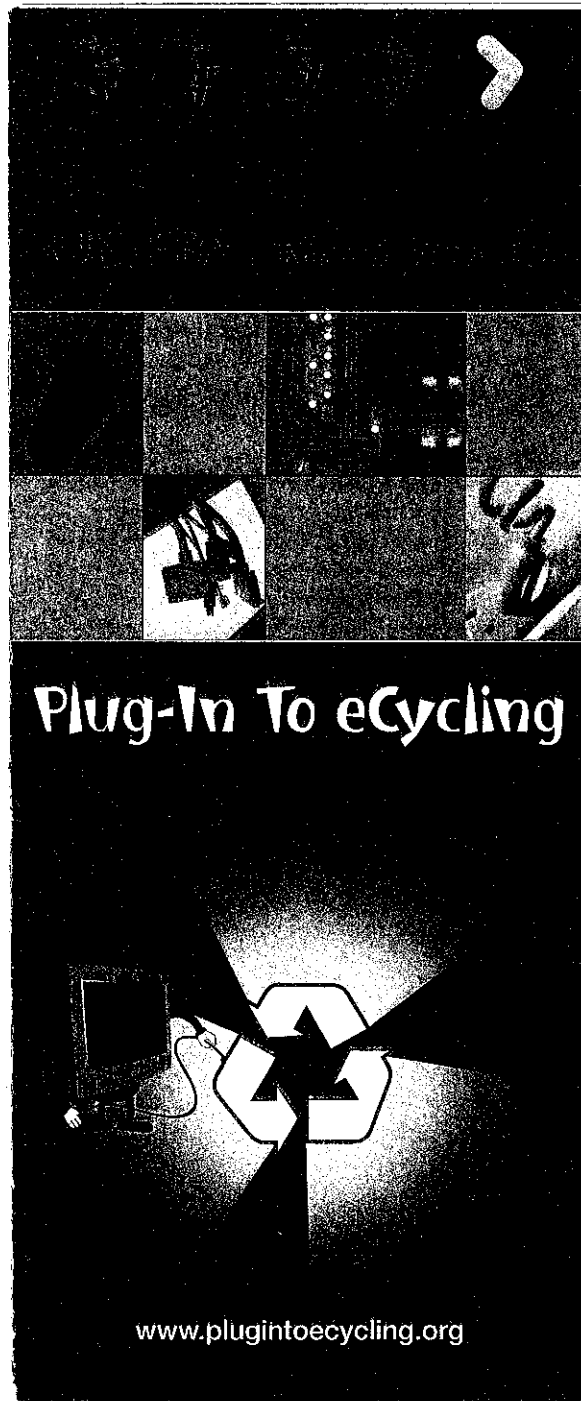


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## Electronics Recycling Gives Old Electronics A Second Chance!

**O**ur "plugged in" world relies on an ever-growing and constantly changing supply of electronics products. The introduction of better, smaller, and cheaper electronics has prompted us to replace older models at a rapid rate. As a result, electronics are a fast growing portion of America's trash—more than 3 million tons of electronic waste are discarded in landfills annually. This trend has given rise to a new environmental challenge: safe and resource-wise management of electronic waste.



### Why Is Electronics Waste an Issue?

- Nearly 250 million computers will become obsolete in the next 5 years.
- Mobile phones will be discarded at a rate of 130 million per year by 2008, resulting in 65,000 tons of waste containing lead and brominated flame retardants.
- TVs and computers can contain an average of 4 pounds of lead as well as other toxics like chromium, cadmium, mercury, nickel, zinc, and flame retardants.

## What Is Plug-In To eCycling?

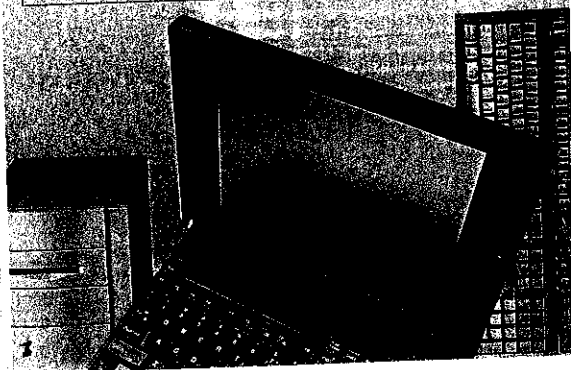
Plug-In To eCycling is an outreach campaign aimed at increasing the amount of consumer electronics that are safely collected and recycled. Through this campaign, EPA hopes to focus greater national attention on electronics recycling options, highlight the forward-thinking players in electronics recycling, enhance the recycling infrastructure, and jumpstart the collection of electronics waste.

Launched in January 2003, Plug-In is one of many new efforts under EPA's Resource Conservation Challenge, which seeks to increase recycling nationwide and cut the generation of 30 harmful chemicals by 2005.

### What Can You Do?

EPA invites your company to partner with us on this exciting new campaign. Many businesses have already committed to collecting and reusing or recycling old electronics. Supporting the Plug-In To eCycling program not only encourages the safe management of hazardous components, but fosters the recovery and reuse of valuable materials.

***Since launching its Plug-In program in 2001, Best Buy has recycled over 1,000,000 pounds of material.***



## Why Join Plug-In To eCycling?

- Provide a much needed service to your customers.
- Become part of the solution to the increasing problem of discarded electronics.
- Present an environmentally-friendly image to potential customers.
- Receive recognition from EPA for your efforts.

*"Completing the recycling loop is everyone's responsibility. While difficult to dispose of, old electronics products often are used in the creation of new products. Best Buy customers have expressed a desire to be a part this process. We've responded by offering simple, fun and convenient ways to recycle obsolete electronic items, while also protecting the environment."*

— Mike Linton,  
Best Buy  
Chief Marketing Officer



## How Can You Participate?

EPA asks for a 1-year commitment. Your company can partner with EPA on this campaign at two levels:

### Leader Level

EPA commits to providing all supporter-level benefits plus publicizing your company on stage at special events (e.g., Earth Day promotional events). In addition, senior EPA officials will mention your participation on news shows.

#### Leaders commit to:

- ★ *Recycling event support.* Bringing existing company-sponsored recycling efforts into the campaign (equivalent of 7 collection events), or contributing funds to cover costs at new recycling events and programs (equivalent to 5 events)
- ★ *Advertising & promotional support*
- ★ *Providing data on results*

### Supporter Level

EPA commits to:

- ★ Displaying your logo in campaign posters, brochures, Web site, and print ads
- ★ Listing your company as project partner in all media alerts
- ★ Displaying your logo at all events
- ★ Describing your participation in our final project report

#### Supporters commit to:

- ★ *Recycling event or program support.* Bringing existing company-sponsored recycling efforts into the campaign (equivalent of 4 collection events) or contributing funds to cover costs at new recycling events and programs (equivalent to 3 events)
- ★ *Advertising & promotional support*
- ★ *Providing data on results*

## Registration Form

Organization Name \_\_\_\_\_

Principal Contact \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

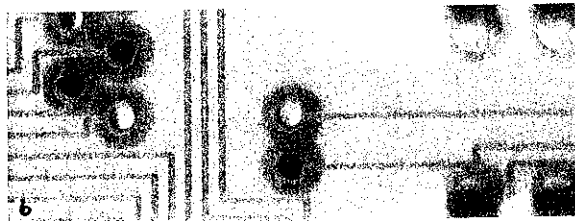
What partnership level are you interested in applying for?

- ☐ Leader Level  
☐ Supporter Level

Please cut and fax to Plug-In To eCycling at 703 308-8686 or mail to the Plug-In To eCycling campaign at the following address:

U.S. Environmental Protection Agency  
MC5306W  
1200 Pennsylvania Ave, NW  
Washington, DC 20460

For further information, please call Katharine Kaplan at 703 308-8659 or [kaplan.katharine@epa.gov](mailto:kaplan.katharine@epa.gov). Visit our Web site at [www.pluginintoecycling.org](http://www.pluginintoecycling.org).



## Receive National Recognition from EPA

The Plug-In To eCycling program offers national recognition for partners' contributions through publicized events, media alerts, and EPA publications. To learn more about becoming a Plug-In To eCycling Partner, log on to

[www.plugintoeycling.org](http://www.plugintoeycling.org).

EPA recognizes the following Plug-In to eCycling Leadership Partners for their generous support:



Envirocycle, Inc.



LEXMARK

nxicycle

Panasonic



SONY



EPA thanks the Institute for Local Self Reliance and Minnesota Office of Environmental Assistance for sharing the campaign name "Plug-In To Recycling."





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Washington, DC 20460

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